Hands On

The Newsletter of the American Massage Therapy Association®

Special Supplements: Annual Report Save the Date

Volume XV, Number 4 • July–August 1999

Surveys Guide Board to Equalize AMTA Goals

Strategic planning is used to ensure that our actions fulfill AMTA Mission and Goals.

Strategic planning is an ongoing, dynamic process that evaluates where the Association is and creates a map to the future using broad-based member input. The committee gathers and analyzes information from inside and outside of the Association in order to identify trends, prioritize programs and services, guide resource allocation, and provide flexibility to respond to the unexpected.

The components of a strategic plan include a mission statement, a series of goals, and objectives. The mission statement defines the purpose and scope of operation of AMTA and provides the most general guide to our actions.

Goals describe the highest priorities of AMTA in terms of what is needed to fulfill the expectations of AMTA members, the massage therapy profession, and the public at large.

Objectives define broad ways in which AMTA's goals may be achieved. They represent the transition from broad ideas embodied in our goals to the specific tangible programs, projects, services, and benefits AMTA offers.

The Strategic Planning Committee recently reviewed the AMTA Mission statement and decided it should stand. In addition to the overt statement of the values of care and competency, the mission also contains the values of ethics and professionalism. The AMTA Mission statement clearly directs the Association to serve the profession of massage therapy.

Surveys of the membership, however, led the Strategic Planning Committee to recommend the changes to the Association Goals recently adopted by the Board of Directors. The Board of Directors also removed the previous numbering of goals. There is no inherent priority of the AMTA Goals; each goal bears equal importance to the Association.

The Board approved and prioritized objectives, which were recommended by the Strategic Planning Committee. These will be discussed in a future issue of *Hands On*.

Further information on the strategic planning process can be obtained from AMTA Strategic Planning Committee Chair John Balletto (RI), or Mark Tyle, staff liaison, at 847.864.0123, ext. 128.

AMTA Mission

The mission of the American Massage Therapy Association is to develop and advance the art, science, and practice of massage therapy in a caring, professional, and ethical manner in order to promote the health and welfare of humanity.

AMTA Goals

(Approved February 1999)

- *To establish the value and effectiveness of massage for health and well being*
- *To increase awareness of massage and the massage therapy profession*
- *To advocate that massage provided to the public meets high standards*
- *To promote access to massage and the massage therapy profession*
- *To be an influential member of the healthcare and wellness communities*
- *To be a leader and a resource in and for the massage therapy community*
- *To enhance the professional development and personal growth of members*
- *To foster the growth, development, organizational effectiveness, and visibility of AMTA*

In pursuit of the above goals, AMTA will be guided by the values of care and competency.

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Meet the Staff

Meetings and Education Coordinator Monique Mason has been with AMTA since February 1995. During her first 5 months with the Association she was the afternoon receptionist. Then she moved into the Meetings and Education department as a convention assistant. Now she is staff liaison to the Sports Massage Education Council (SMEC), supervises convention registration, arranges exhibit space, and handles all hotel bookings for local meetings. Mason also helps plan, and travels to, AMTA National Conventions and AMTA National Learning Centers.

The first AMTA National Convention she attended was in 1995 at Boston. She remembers being in awe of the number of attendees gathered in one place, sharing the same passion for the massage therapy profession.

Mason was born in the Bahamas and is a resident of Evanston. An admirer of all types of music, especially reggae, Mason also enjoys watching musicals and old movies. Although Spring is her favorite season, Mason enjoys cheering for her daughter during the basketball season.

Each time Mason attends an AMTA national convention or education workshop, she marvels at the strong commitment each massage therapist makes to continuing education.

Monique Mason

AMTA President Selected as NIH Resource

AMTA President Adela T. Basayne (OR) has accepted an invitation from the Director of the National Institutes of Health (NIH) to serve as a resource for the newly-formed Council of Public Representatives (COPR). This position will offer Basayne an opportunity to provide direct input on the agenda of COPR and receive discussion papers and meeting summaries. She may also be asked to work with other NIH committees.

COPR is a 20-member committee that advises the NIH on the concerns and interests of the diverse populations that have a stake in the agency's activities, programs, policies, and research.

COMTA Accredits Three More Schools

During its April 1999 meeting, the Commission on Massage Therapy Accreditation granted accreditation to the following three schools: Atlanta School of Massage, Atlanta, Georgia; East-West College of the Healing Arts, Portland, Oregon; and, Carlson College of Massage Therapy, Anamosa, Iowa.

On-site evaluator training will be held Monday, August 16, at the Council of Schools Teachers Conference at Santa Fe, New Mexico, and Saturday, October 16, at the AMTA National Convention at San Antonio, Texas. Participants can attend the free workshops and acquaint themselves with COMTA standards and learn how on-site team specialists verify a school's compliance with those standards.

For more information, contact Claire Dolinar at 847.864.0123, ext. 140, or via e-mail at cdolinar@inet.amtamassage.org

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Upcoming Deadlines

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Information contained in *Hands On* does not necessarily reflect the opinions or beliefs of AMTA and/or staff of *Hands On*. The American Massage Therapy Association (AMTA), founded in 1943, is the oldest and largest non-profit, national, professional organization serving massage therapists in the United States, Canada, and more than 30 other countries.

Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation, or physical handicap.

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President's Letter

Local **AND** *National*

Years ago, the national organization had as a goal the formation of chapters in all 50 states. National AMTA provided support to individuals who wanted to create a chapter. National helped chapters exist.

Not so many years ago, chapters administered the Membership Entrance Exam and processed membership applications. Chapters helped National exist.

Today, there is an AMTA chapter in each of the 50 states, the District of Columbia, and the U.S. Virgin Islands. The Membership Entrance Exam is a fading memory. The relationship between chapters and National AMTA can no longer be said to be a matter of existence.

AMTA provides money to chapters in the form of the chapter portion of member dues. Most chapters have added an additional fee for a specific purpose, usually legislative. Some chapters have no other source of income, while other chapters take in revenue from nondues sources. AMTA also provides leadership training, operational manuals, and staff support to chapters. Furthermore, AMTA has very specific requirements of chapters as established in the Bylaws (Article XVI).

Chapters support the national organization by encouraging people to join AMTA through presentations and chapter activities, and by providing applications. Chapters also support AMTA by participating in national projects such as National Massage Therapy Awareness Week. Chapters vary in levels of management capabilities. Some have difficulty filling positions, while others have a full complement of volunteers and elected officers. Members' experience of the AMTA therefore varies with geography.

Vibrant, healthy chapters are in the best interests of AMTA because chapters can deliver some services, such as sports massage teams and government relations, very effectively. Members receive many of the benefits of belonging to AMTA at the local level, such as the opportunities to network, to gain continuing education, and to discuss and debate issues of concern to the profession. A strong national organization is in the best interests of AMTA chapters because it can provide a broad perspective, support, expertise, and proven solutions to chapters. The influence inherent in the size of the AMTA membership as a whole also benefits each individual member and chapter.

The focus on national issues can miss extremely important local issues, and vice versa. In some cases, actions which would seem to further interests of chapters may be counter to the interests of the national organization, and vice versa.

Does AMTA have the right to impose its needs on chapters? Certainly, in cases of potential liability.

Does the fact of accountability to the entire membership give the national organization the authority to impact a chapter's actions? The Articles of Incorporation say "Yes." Still these questions give rise to arguments that are as familiar to Americans as Federalism versus States Rights. Mistrust of motives, accusations of exclusion or misuse of power, or grumbling about which is the *real* AMTA often follow the arguments.

When the new House of Delegates structure is fully in place, and we are able to create position statements with the participation of all AMTA members, we will have a method of establishing interests and opinions of the Association as a whole. Until that time, we are bound to bump over the rough spots in the relationship between AMTA chapters and AMTA.

Adela T. Basayne
President, AMTA

Fingerprints

400 Attend 1999 New England Regional Conference

The 16th Annual AMTA New England Regional Conference was held in March at Framingham, Massachusetts. 400 attendees from New England to Oklahoma gathered for education workshops. AMTA-MA hosted the event and AMTA-NH will host next year's conference.

Cheryl Gorey (MA) at New England

AMTA-WA In Health Expo

Forty-seven AMTA-WA members volunteered to provide on-site massage and relay information on the benefits of massage at a health expo, held in conjunction with the International Conference on Integrative Medicine in Seattle. More than 340 on-site massages were given to visitors of the health expo.

Sylvia Burns (WA) at Health Expo

Outstanding Community Service Award

AMTA Vice President **Denise Borrelli (MA)** received the 1999 Women's Achievement Award from the mayor's office of Medford for outstanding community service. Borrelli is an executive board member of Medford's Chamber of Commerce and founder of "Community Day," which brings local businesses together. She also coordinates and participates in various fundraising activities.

The award is given to 10 ordinary women in the community who do extraordinary things for the betterment of the community. Borrelli also received an official citation from the Massachusetts Senate for outstanding community service.

Denise Borrelli (front row, center) Receives 1999 Women's Achievement Award

AMTA-FL Legislative Days

AMTA-Florida members, **Tom Oakley**, **Neil Singer**, **Tekla Ulrich**, **Dan Ulrich**, **David Falkow**, **Denise Mueller**, **Iris Burman**, **Kathy Reid**, **George Kousaleos**, **Sue Welfley**, **Jody Stork**, **Lynda Solien-Wolfe**, and **Mark Wilson (MS)** provided chair massage services for legislators during AMTA-FL legislative massage days.

Welfley and Wilson also met with Governor Jeb Bush.

AMTA-FL Legislative Days

1999 AMTA National Award Nominations

Attention Chapter Officers:

Nominations for 1999 AMTA National Awards are being accepted for outstanding humanitarian, committee, and government relations effort; sports massage team; and, sports massage achiever. Winners will be announced at the 1999 AMTA National Convention at San Antonio. Nominee applications are due July 7, 1999.

Obtain a National Awards application from your chapter's National Awards Planbook and send a completed application to: Tanya Cojulun; AMTA Awards Program committee staff liaison; 820 Davis St., Ste. 100; Evanston, IL 60201-4444; fax: 847.864.1178

Why I Serve: Susan Jackson Grubb (CO)

My first taste of serving my profession through AMTA came several years ago when a friend, **Sue Jernigan (CO)**, decided to run for AMTA-Colorado chapter president and asked me if I would help by being a chapter vice president. I wanted to get more involved in AMTA and said I would do what I could. A week later she told me who would be running for the various positions and said, "That leaves the law and legislation spot open."

"That's what I'm interested in," I replied, as I watched her eyes widen. It seemed that everyone had a niche, and that was mine.

Working with the state Law and Legislation Committee (now known as Government Relations) was an exciting journey. I helped make a law change in Colorado, which exempted massage therapists from the discriminatory massage parlor code. Today, it gives me great pleasure to drive through my state and see public signs and brochures for various massage therapists.

Today, I am part of the national Law and Legislation Assistance Program committee (LLAP) along with **Jane Anderson (MI)**, and **Judy Dean (CA)**. We review applications for funding from national AMTA to state chapters. When I became chair of the committee, there were 12 states with massage therapy laws. Now there are 29. I am proud to have been a part of moving my profession forward in this way.

I have had the honor of getting to know many of the people who have spearheaded legislative efforts. They are bright, dynamic, and dedicated to their profession. I have also had the opportunity to attend several national conventions, conferences, and meetings at the National Office. One year, I went to Philadelphia to the National Conference of State Legislators where legislators from my state, and others, lined up to receive chair massages and talk with us about what they could do to help us.

For me, the rewards for serving my profession are secondary. I believe in giving back to that which gives to you. Massage therapy has blessed me richly, and I am proud to be able to give something back.

Those interested in volunteering should contact Cheryl Neely at 847.864.0123, ext. 132 or via e-mail at cneely@inet.amtamassage.org

Web Site News

Job Network, School Pages Free to Members

The AMTA Job Network℠ is free to all members. It's easy to post an ad for "help wanted," a practice for sale, or a massage-related business for sale. Just enter the members' section of the web site.

Nonmembers who want to submit an ad will be charged $50 for 90 days and need to enter their ads at the public end of the site. Members who do not have access to the Internet and want to post an ad should mail or fax ad copy and contact information to Jerry Hossli at 820 Davis St., Ste. 100, Evanston, IL 60201-4444; Fax: 847.864.1178.

Another new web site feature is the school profile pages. They are now available to prospective students in the "Become a Massage Therapist" section at the beginning of the web site. This feature is enhanced by a search engine that allows viewers to search for a school by its name, city, state, or view the entire list. AMTA Council of Schools (COS) member schools and COMTA-accredited schools who have not yet entered their information are encouraged to complete their own school profile page. Instructions are available in the members' section under the School Center link.

Visit your new and improved web site today!
www.amtamassage.org

Friends of the Foundation Seeks Members

A new program, Friends of the Foundation, has been launched and needs one member in every state to serve as a liaison between the AMTA Foundation and AMTA chapters.

Its primary goal is to improve AMTA Foundation's communication and visibility. "Friends" show both AMTA members and the larger community of massage therapists how important the Foundation's work is and let the Foundation know what is on the minds of massage therapists.

Granting Programs

The AMTA Foundation's 1999-2000 research, scholarship, and community outreach granting programs are being redefined. Program applications will not be available until Fall 1999. Please contact the AMTA Foundation in September for updated programming information and eligibility requirements.

Members interested in being a part of this exciting new program should contact Director of Development Gini Ohlson at 847.864.0123, ext. 120, or via e-mail at gohlson@inet.amtamassage.org

Special Committee Invites Members' Input on Insurance Issues

At its winter meeting, the Board of Directors formed a Special Committee to Identify Insurance Issues about alternative care included in clients' healthcare services. The committee was charged with collecting data from the states, massage boards, and insurance commissions. It will also canvass therapists and interact with insurance companies. The committee's report is due in June 2000.

The committee asks members to answer the following questions:

- If your state is not licensed, how do you get insurance reimbursement?
- Does your state include massage as a therapy under "physical medicine" in its insurance laws?
- Does the insurance company dictate what you can provide a client?
- How are you paid as an insurance network provider?
- How is your "cash flow?" Is it hurting your business to be a provider? Are you losing appointment availability for cash clients because of it?
- Have you chosen to be contracted? This is an agreement that you provide services at a lower rate for insurance company members, and you are paid for services when they are delivered to clients.

Send your answers to: Special Committee to Identify Insurance Issues Chair, Pat Donohue, via e-mail at PDJF@aol.com or send to 152 N. Wellwood Ave, Ste. #5, Lindenhurst, NY 11757.

MTJ index is on-line!
www.amtamassage.org

CEUs for Research Presentations

The Education Committee has reconsidered offering continuing education units (CEUs) for research workshops. This came as a result of requests from attendees at the 1998 AMTA National Convention at Washington, D.C. Research sessions are organized by three general categories:

A. How to conduct research or apply for a research grant;

B. Research results that indicate benefit to the client using a specific technique(s) or the application of said technique(s);

C. Presentation reporting the results of research projects.

In keeping with the current CEU definition, the committee finds that only category B research sessions qualify for CEUs at this time.

Education Events

1999 AMTA Convention at San Antonio

Mark your calendars for the 1999 AMTA National Convention October 13-17, 1999, at San Antonio. Educational tracks that will be featured during the convention include integrative techniques, business and technology, and sports massage. (*See supplement.*)

Research Poster Sessions

Submissions for poster presentations at the 1999 AMTA National Convention are being accepted. Send a one-to-two page abstract of a completed research project or study-in-progress to the AMTA Meetings and Education Department by August 2, 1999.

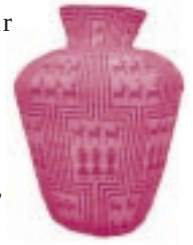
AMTA National Learning Centers and Speakers

AMTA seeks chapters to host an AMTA National Learning Center or an AMTA Speakers Tour in 2000 and 2001.

Initiated in 1998, the AMTA National Learning Centers offer a weekend of in-depth theoretical and hands-on presentations from some of the profession's top educators. Members can earn up to 16 hours of continuing education, while catching up with colleagues.

Next year, AMTA will present a new educational program, The Speakers Tour, where a speaker will share his or her expertise with several chapters across the country.

AMTA Council of Schools Teachers Conference



Add value to your teaching by participating in the AMTA COS Teachers Conference August 13-15, 1999, at Santa Fe, New Mexico. You'll learn valuable teaching techniques, how to improve your curriculum, and material to help host a faculty in-service. Network with other talented massage and bodywork instructors, nurture, and reinspire yourself, all at the same time.

For additional information and registration materials for educational events, contact AMTA Meetings and Education at 847.864.0123, ext. 143

COS Logs its 100th School Member

The Center of Advanced Therapeutics at Denver, Colorado, in May became AMTA Council of Schools' 100th school member.

COS Executive Board: (from left to right) Dwight Zieman, Liz Ciabocchi, Claude Gagnon, Lori Burnes, Doug Fairweather

Continuing Education: One of Your 7 Key Member Benefits

Continuing education opportunities are a key benefit to AMTA members. With this issue of *Hands On* there is important information about the 1999 AMTA National Convention, October 13-17, 1999, at San Antonio, Texas. The convention is one of the best places for members to take advantage of the continuing education benefit.

The convention offers 16 different educational sessions on a wide range of topics that benefit every massage therapist. Some sessions focus on techniques and others on practice.

The convention is just one educational opportunity for members. The AMTA National Learning Center will be held July 23-25, 1999, at Nashville, Tennessee, to offer local members a low-cost educational experience close to home. AMTA National Learning Centers are designed to take high-quality educational programs to geographical areas that have limited access to such opportunities. Members who attend the 3-day program can earn up to 16 CEUs. Topics range from ethics to massage techniques. All national AMTA educational programs are NCBTMB Category A approved for CEUs.

The Association is also working to develop a special Speakers Tours to offer members more high-quality education close to home.

Take advantage of your member benefits and fulfill CEU requirements by attending AMTA national and regional educational programs. And, check with your chapter about its educational sessions.

Calendar

Regional & National Events

1999

AMTA National Learning Center
July 23-25, 1999
Crowne Plaza Hotel
Nashville, TN
Contact: 847.864.0123, ext. 143

AMTA Council of Schools
Teachers Conference
August 13-15, 1999
St. John's College
Santa Fe, NM
Contact: COS Liaison,
847.864.0123, ext. 150

AMTA National Convention
October 13-17, 1999
Hilton Palacio Del Rio Hotel
San Antonio, TX
Contact: 847.864.0123, ext. 143
Event Sports Massage Specialty
Exam October 12
Contact: 847.864.0123, ext. 134

2000

AMTA Council of Schools
Annual Meeting
January 18-22, 2000
The Sirata
St. Petersburg Beach, FL
Contact: COS Liaison,
847.864.0123, ext. 150

New England Regional Conference
March 23-26, 2000
Sheraton Tara Hotel
Framingham, MA
Contact: AMTA-NH Chapter

AMTA National Convention
September 20-24, 2000
Phoenix Civic Plaza
Crowne Plaza Hotel
Phoenix, AZ
Contact: 847.864.0123, ext. 143

NMTAW 1999 Theme: *Massage For All Ages*

The theme of AMTA's National Massage Therapy Awareness Week 1999 (NMTAW), the week of October 24-30, is Massage For All Ages.

The message is that massage benefits people at all stages of life, from birth to old age. Through the theme and the activity of members and chapters, AMTA also will communicate that AMTA members are highly-qualified professionals interested in the health of all people.

Chapters and members have 2 years of experience with NMTAW. That is why this year should bring still more success in educating the public and the news media about the benefits of the work of massage therapists. Several chapters already contacted the National Office to discuss plans.

Members may want to help their chapter with an on-site event or plan an event of their own at a wellness center, hospital, physicians' clinic, health / athletic club, hospice, spa, or other location that will provide opportunities to communicate the key theme and to link with the national efforts.

The National Office will provide chapters, COMTA-accredited schools, and AMTA Council of Schools member schools with information and materials to help with local and statewide efforts. AMTA also will reinforce events for the week by distributing information to national news media, posting a list of local AMTA events on the AMTA web site, and assisting chapters to respond to media inquiries.

The collaborative efforts of members, chapters, massage therapy schools, and the AMTA National Office have demonstrated that NMTAW is an important tool in educating the public about the benefits and efficacy of massage. Already the National Office is in contact with several media outlets that have committed to help promote NMTAW 1999.

www.amtamassage.org

Managed Care Quotes Vice President Donohue

Managed Care, a publication directed at physicians, health plan executives, and consultants, featured an article in April on managed care plans covering complementary and alternative therapies. AMTA encouraged the writer to include comments by AMTA Vice President Patricia M. Donohue (NY) about managed care issues facing massage therapists. She is chair of AMTA's special Committee to Identify Insurance Issues.
(*See Insurance Issues, page 6.*)

Election Alert

AMTA National Board Election packets will be mailed August 2, 1999. Professional-category members who do not receive a packet should immediately contact Mark Tyle at 847.864.0123, ext. 128, or via e-mail: *mtyle@inet.amtamassage.org* Completed ballots must be received by September 2, 1999.